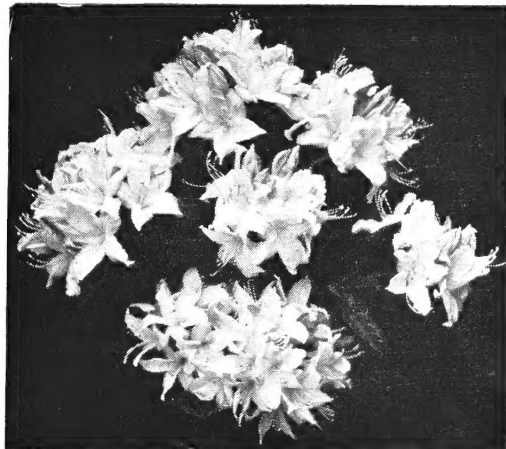


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Do not assume content reflects current scientific knowledge, policies, or practices.





AZALEA OCCIDENTALIS

CARL PURDY
UKIAH, CALIFORNIA

Postmaster: Return Postage Guaranteed.

RECEIVED

★ JAN 27 1942

U. S. Department of Agriculture

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SPRING 1942 MESSAGE TO CUSTOMERS AND FRIENDS

MY CATALOG for Fall 1941-Spring 1942 was issued August 1. Besides my Californian Native Bulbs and Perennial and Rock Garden Plants, it contains the full list of Purdy's Supreme Seeds for Fall and Spring Sowing. See pages 31-35 for Specialties.

If you have lost or failed to receive your copy write for another from which to order your Spring requirements of Seeds and Plants.

Californian Bulbs are shipped and may be planted in Fall only, but Perennial Plants are shipped up to late April.

In this list are the All-America Selections for 1942 and some other fine seed novelties together with Tigridias and some delightful new or little known perennials that will add spice to your garden.

*Except on Azaleas all Prices are Postpaid.
California Customers must add 3% Sales Tax.*

Some Lovely Things for Spring Planting

TIGRIDIA

TIGRIDIA (Tiger or Shellflower). Gorgeously colored bulbous flowers of easy culture. With sun; well-drained soil; constant moisture, they flower throughout summer. Plant Feb.-May. Cultural directions sent with bulbs. Spots in center only.

Alba Grandiflora. Huge pure white, spots crimson.

Albo-Liliacea. Rare white flushed lilac, center without spots.

Canariensis. Rich canary-yellow, spots carmine.

Le Geant. Huge brilliant scarlet, unspotted yellow center.

Montezuma. Satiny deep rose, crimson spots.

Speciosa Grandiflora. Scarlet, crimson spots on yellow ground. Very strong, multiplies fast and freest flowering of all.

Any one variety: 15c each; \$1.20 per doz.; \$9 per 100.

DeLuxe Mixed. Each dozen or more contains all the above superb varieties. \$1 per doz.; \$8 per 100.

Prices are postpaid. 6 at dozen rate; 50 at 100 rate.

Tigridia Seeds. Fine Mixture (with directions). Pkt. 25c.



I have found a form of Vitamin B-1 I can use in either small or large amounts without fuss, mess or bother, and here it is. Slip a cartridge in the hose and vitaminize 1500 square feet in a few minutes. (No specialty nozzle required.) To soak and water transplant drop a cartridge in a gallon of water.

THIRTY WEEKS SUPPLY: Packed 30 cartridges in a box—enough to vitaminize 1500 square feet once a week for 30 weeks. Directions enclosed. Postpaid, \$1.00.

STERNBERGIA Lutea Major. Large buttercup yellow crocus. You plant them July to Sept. and in three weeks they are in full bloom. Fine in pots. Shipped July 1. Bulbs: 30c each, 3 for 60c; \$2 per doz.

SUPERB PERENNIAL PHLOX. Give them light shade and a deep mulch and no perennial gives showier color masses in mid-summer. In catalog page 27 are many splendid varieties and here I have some of the De Luxe newer ones.

Africa. Brilliant carmine-red with a blood-red eye.

Daily Sketch. Immense flower, clear bright pink; carmine eye. Exquisite.

Brilliant. Fiery scarlet, deep red eye.

Hauptman Koehl. Immense trusses of large, deep blood-red flowers.

Lillian. Delicate cameo-pink with faint blue tinge at center. Very lovely.

Painted Lady. Tall, silvery pink, with contrasting red eye. A favorite with visitors.

Any one variety, 30c each; 3 for 75c; \$2.60 per doz.

Collection: 2 each of the above 6, \$2.95.

1/2 Collection: 1 each for \$1.50.

CORYDALIS Lutea. The masses of soft grey green foliage much like that of Maiden Hair Fern are simply delightful and set off the pretty yellow flowers, which are tiny bleeding hearts. Fine for rock garden or cool soils in sun but it is in a cool shaded situation that it luxuriates. Plant either fall or spring. Any soil but an acid humus soil is best. 30c each; 3 for 75c.

HELENium Chipperfield Orange is 3-4 ft. tall and in August and September when such flowers are so welcome gives stunning masses of richly colored flowers rather like single Chrysanthemum which are a picture in copper and gold. Plant fall to spring. Any good soil, moderately moist. Each 30c; 3 for 75c.

YOUR SPECIAL ATTENTION is called to the particularly fine things listed in catalog pages 31 to 35. Some are new, some splendid plants too little known and all worthy.

HELENium Riverton Gem. Quite similar to Chipperfield Orange but the color is a bright terra cotta changing with age to wallflower red. Same culture. Each 30c; 3 for 75c.

RUDBECKIA Autumn Sun. For bold background or stream-side masses I know none finer. Stems are 4 to 7 ft. tall and from mid-September on are crowned with the large single flowers of glistening buttercup yellow. Any soil fairly moist. Divide each spring. Plant fall to spring. Each 30c; 3 for 65c.

Azalea Occidentalis

Our lovely Pacific Coast native with trusses of large flowers which vary from white to creamy white with some rose tinted on reverse, all with a yellow or apricot upper lobe. Give light to moderate shade, a deep loamy soil rich in humus, liberal moisture and a surface mulch of leaf mold or peat moss to keep roots cool. Hardy.

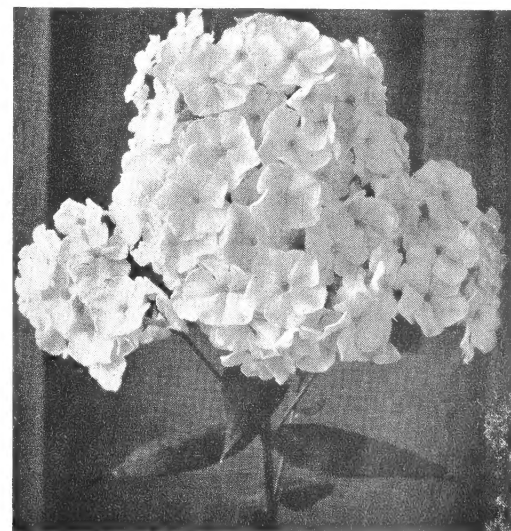
Well budded branched plants.

18-20 in. tall. Each \$1.60, 3 for \$4.50.

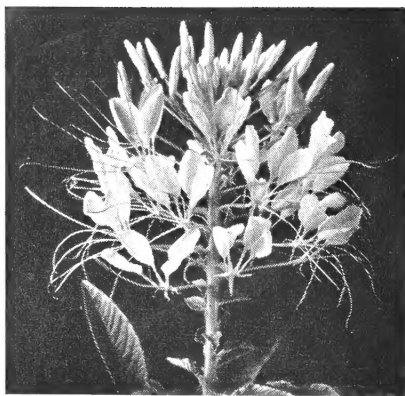
20-24 in. tall. Each \$2.00, 3 for \$5.35.

Priced for shipment by express, charges collect.

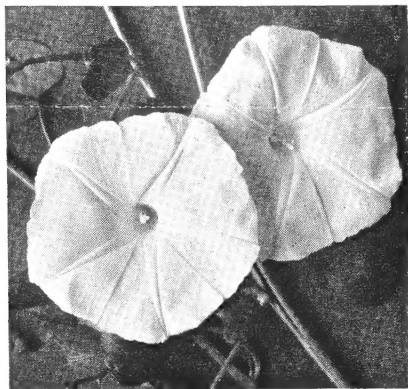
If there are things you want that are not in catalog, write us. We have many things we do not catalog and wide resources for very many unusual seeds, bulbs, and plants.



PERENNIAL PHLOX



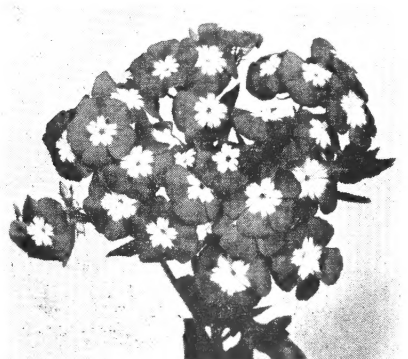
Cleome, Pink Queen



Morning Glory, Pearly Gates



Marigold, Dwarf French Double, Butterball



Phlox Gigantea, Red Glory

GRAND NEW FLOWERS All-America Selections for 1942

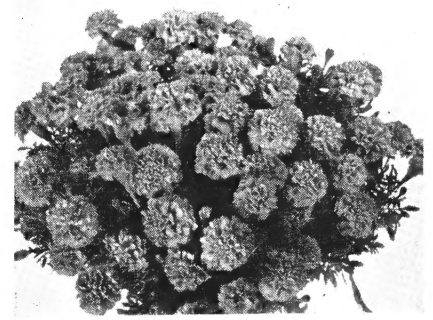
MORNING GLORY, PEARLY GATES. (Silver Medal.) More vigorous and larger flowered than the much loved Heavenly Blue and a lovely companion for it. Flowers are lustrous white, shaded creamy deep in throat. Sow only after ground is warm in May. Pkt. 25c.

CLEOME, PINK QUEEN. (Silver Medal.) Spider Flower. Huge trusses of bright salmon-pink top the 3 ft. stems of this striking plant. Sow where to bloom after ground warms in spring where it will bloom abundantly from midsummer to fall. Novel and lovely. Pkt. 25c.

COSMOS, EARLY YELLOW FLARE. (Silver Medal.) Similar to the familiar Orange Flare but slightly taller and later and even more striking. Color is a rich butter yellow. 3-4 ft. highly desirable. Pkt. 25c.

NIEREMBERGIA, PURPLE ROBE. (Bronze Medal.) Its color a deep violet-blue that does not fade in hottest sun, it will share in continued usefulness and popularity with its parent. N. Hippomanica. A grand edging and border plant. 4 in. As it takes 3 weeks to germinate, sow in boxes and tend carefully. Pkt. 45c.

DWARF FRENCH MARIGOLD, BUTTERBALL. (Bronze Medal.) Of the Harmony type, 6-10 in. tall, uniform, early and continuous flowering, it is a splendid bedding, edging and pot variety. Flowers are fully double and are soft canary yellow. $\frac{1}{8}$ oz. 40c; pkt. 20c.



Marigold, Melody

DWARF FRENCH MARIGOLD, MELODY. (Bronze Medal.) Fully double brilliant orange flower $1\frac{1}{4}$ in. across, literally smother the 12 in. high uniform, compact plants. Very early and profuse bloomer. $\frac{1}{8}$ oz. 40c; pkt. 20c.

GIANT PHLOX, RED GLORY. (Honorable Mention.) A new color separated from the Giant Art Shades, Red Glory is a stunning rich glowing scarlet with a large creamy eye. Pkt. 30c.

ZINNIA, PURPLE ROBE. (Honorable Mention.) $2\frac{1}{2}$ -3 ft. tall. The large full double dahlia type blooms are rich velvety reddish purple and 4 in. in diameter. The unusual color held an impelling attraction for all who saw the trials. Pkt. 25c.

THINGS OUT OF THE ORDINARY

Created by the Great Master, some are bizarre, others very lovely. All are easy to grow from seed and will add impelling interest to your 1942 garden. (Annuals unless otherwise stated.)

AMBERBOA MURICATA, Star of the Desert. Easy, a fine cut and garden flower blooming freely from late June through earlier frosts. 30 in. tall, good foliage always. Blossoms 3 in. across are fringed, lacy-edged stars of tyrian purple. Drought resistant. Sow fall or early spring while soil is cool. $\frac{1}{16}$ oz. 40c; pkt. 20c.

ANODA OPALCUP. Chalice flowers, crinkly and lustrous, of an opalescent shade you will at noon swear is blue while in late day you will be certain it is rosy-pink. 4 ft. tall with flowers above large spear-like leaves it blooms in increasing profusion from June to November. Quick and easy. Sow spring. $\frac{1}{8}$ oz. 25c; pkt. 15c.

ANODA SNOWCUP. 30 in. tall. One of the very finest of white annuals, the flower cups are like glistening snow. Symmetrical plants are almost formal; splendid spaced well as specimens or crowded for floral hedge. Profuse, June to November. Easy, sow spring. $\frac{1}{8}$ oz. 35c; pkt. 15c.

CENTAUREA BELLA. Perennial, 16 in. tall. Multitudes of fringed starry blooms of lilac-pink each on its own slender stem in spring with some bloom all summer. Lovely cut or for edgings, rock garden, border or for carpeting. Sow spring to summer. Easy. Pkt. 25c.

COMMELINA COELESTIS. "Sky Flower." One of the three "bluest flowers", its vivid masses the tone of deep summer sky. Tuberous perennial. Tubers may be stored but best grown as an annual. Height 30 in. Sow spring to August. Everblooming. $\frac{1}{8}$ oz. 35c; pkt. 15c.

GOLDEN CLEOME, Cleome lutea. Sow in early spring and by July the 3 ft. tree-like plants will be swaying masses of the long stamened gold blossoms continuing profusely until October. Easy and showy. $\frac{1}{16}$ oz. 30c; pkt. 15c.

CORAL FLOWER. 30 in. tall. A vivid new annual of jewel-like daintiness. Many stemmed plants with decorative spoon-like leaves and many spire-like stems bear the clusters of starry blooms of luminous pink. Then come long hanging pods like beads of brilliant polished coral. Easy. Sow after soil warms in spring. Good cut. Pkt. 20c.

ELSCHOLTZIA FARQUAHARI. Splendid late flowering hardy perennial with spicy aromatic foliage, filled in autumn with long, one-sided spikes of attractive lilac-purple carried candelabra fashion on the many branched stems. Quick from seed. Sow any time. Fine cut. $\frac{1}{16}$ oz. 30c; pkt. 20c.

LOPEZIA CORONATA. A gay new annual from Mexico. The flowers like jeweled coronets of carmine-rose climb the ever lengthening stems like fluttering butterflies all summer until Oct. freezes. 30 in. tall. Sow early spring while soil is cool. $\frac{1}{32}$ oz. 30c; pkt. 15c.

VERBESINA ENCELOIDES. It just does not know when to stop blooming. Easy, showy for border and a good cut flower. Flowers are big single butter-yellow daisies. Sow spring to summer. $\frac{1}{8}$ oz. 25c; pkt. 15c.

TAHOKA DAISY, in Blue.
TEXAS DAISY, in Gold.

Each in its color unsurpassed for profuse summer-long bloom. Very drought resistant and good keepers when cut. A splendid combination of blue and gold either in the garden or as cut flowers. Both are 16 in. tall and easy if sown in early spring while ground is cool. Tahoka has long rayed flowers of pure blue-lavender. Texas Daisy (Xanthisma) is much branched with two inch discs of broadly overlapping petals of glistening deep butter-yellow. Either, pkt. 15c; $\frac{1}{8}$ oz. 30c. One pkt. each for 25c.

SPECIAL NOTE

This list includes only the All-America Selections for 1942 and some other unusual seeds not available when my catalog was published.

A full line of Purdy's Supreme Seeds will be found in my Fall 1941-Spring 1942 catalog. If you do not have a copy I will gladly send one.

SEEDS OF ANNUALS—See pages 36 to 39.

CALIFORNIA WILD FLOWER SEEDS — See page 42.

SEEDS OF PERENNIALS are listed with the plants pages 13 to 30. My Columbine strains, page 14, are particularly fine.

"Out of the Ordinary Special"

Separately the above unusual flowers would cost \$2.05. That you may enjoy them all I will send all 12 kinds, 1 pkt. each for \$1.60.

CALIFORNIA WILD FLOWER SEEDS

California is unrivaled in the number and beauty of its wild flowers but it is the colorful annuals that so attract visitors and I offer the loveliest of these. These lovely annuals have two most valuable uses:

1. As Garden Annuals they vie with the World's finest and should be in every garden. Dainty, colorful and lasting as cut flowers and in the garden and most easy to grow. Sow when and just as you would hardy garden annuals in boxes or easiest where they are to bloom.

2. For naturalizing, beautifying vacant lots and odd spaces nothing excels or gives more lasting effects. (It's useless to sow among weeds or grass,—I do not sell seeds for that). Hoe off weeds and dig two inches deep,—plowing or spading will greatly enhance results. In East and at Lake Tahoe sow as early as you can in Spring and up to June 15. In California and mild regions, where unwatered, Oct. 1 to Feb. 1; early Fall is best. Where watered up to May 1 and watering will prolong bloom into August.

(Full cultural directions accompany seeds.)

Quantities: 5 lbs. per acre; 1 lb. 5000 sq. ft.; 1 oz. 200 sq. ft.

(½ oz. sold at ounce rate).

ABRONIA Umbellata "Sand Verbena". Low masses of fragrant lilac-rose Verbena-like flowers all summer. Prefers light soil, full sun. Flowers all summer. Pkt. 10 cts.; oz. 70 cts.

BARTONIA Aurea "Blazing Star." 2-3 ft. Large cups of pure gold with orange center, it is a spot of splendor in any garden. Pkt. 10 cts.; oz. \$1.

CALANDRINIA Menziesii. 6 in. Spreading plants with cups of rose red. Sun. Pkt. 15 cts.; ¼ oz. 50 cts.

COREOPSIS Stillmanii. 1-2 ft. Foliage fine cut. Very large deep yellow flowers. There is no finer single Coreopsis. Pkt. 10 cts.; oz. \$1.

CLARKIA Concinnum "Red Ribbons." 8 in. Large flowers of deeply lobed and shredded petals of rose-red. A gem. Pkt. 10 cts.; ¼ oz. 40 cts.

CLARKIA Pulchella "Lobed Clarkia." 15 in. Large deeply lobed flowers of bright deep rose. Fine. Pkt. 20 cts.

COLLINSIA BICOLOR. 8-12 in. Flowers in whorls are bright rose, tipped white. Lovely in sun or half shade. Pkt. 10 cts.; oz. 75 cts.

DOWNINGIA Pulchella "Lobelia." 4 in. Fascinating Lobelia, blue, with lower lip creamy. A gem for the sunny border or rock garden. Pkt. 20 cts.

ESCHSCHOLTZIA "California Poppy." The flower that gave California its name "Golden State." Loveliest varieties are:

Californica. The large brilliant golden orange blooms that adorn our hills and fields in such profusion each spring. Pkt. 10 cts.; oz. 50 cts.; ¼ lb. \$1.25; per lb. \$2.50.

Maritima "Golden West." is as lovely; the color golden yellow with the center deep orange. Pkt. 10 cts.; oz. 50 cts.; ¼ lb. \$1.50.

FLOERKIA Douglasii "Meadow Foam." Spreading 6-8 in. Large cups are yellow at center, cream at edges. Likes moisture. Pkt. 10 cts.; oz. 75 cts.

GILIA Capitata "Queen Anne's Thimble." 1-2 ft. Branching plant. Lovely soft blue flowers. Late. Pkt. 10 cts.; oz. 50 cts.; ¼ lb. \$1.25.

GILIA Dianthoides "Fringed Gilia." 3 in. Bright rose dianthus-like flowers, fringed at edges. A delight for rock garden or a sunny spot. Pkt. 25 cts.

GILIA Linifolia. Flat heads of lovely Phlox-like flowers. Fine for cutting. Lilac or White. Pkt. 10 cts.; oz. \$1.

GILIA Tricolor "Birds' Eyes." 8 in. Charming Phlox-like flowers of smoky lilac with yellow halo, center purple. Pkt. 10 cts.; oz. 50 cts.; ¼ lb. \$1.25.

GILIA Achillaefolia "Blue Gilia." Graceful stems and lovely umbels of violet-blue. Pkt. 10 cts.; oz. 50 cts.

GODETIA Amoena "Farewell to Spring." 15-24 in. Slender branching erect stems. Large flowers of silvery-rose, red blotched at center. Pkt. 10 cts.; oz. 60 cts.

LAYIA Elegans "Tidy Tips." 12 in. Large daisy-like flowers; yellow, edged with white. Pkt. 10 cts.; oz. \$1.50.

LUPINUS Nanus "Dwarf Blue Lupine." 6-10 in. Flowers rich blue, tipped white. This with California Poppy makes our pattern of "Blue & Gold." Pkt. 10 cts.; oz. 40 cts.; ¼ lb. \$1.25; per lb. \$3.00.

NEMOPHILA. Charming low plants, the flowers open cups an inch across. Grand bedding plants.

Insignis. "Baby-Blue-Eyes". Deep blue with lighter center.

Insignis Alba. The glistening white so needed in contrast to brighter colors.

Maculata "Five Spot." White, the tip of each petal spotted purple.

Atomaria. Very dark blue and most lovely.

Discoidalis. Very dark red with entire outer rim of flower edged white. Unique and attractive.

All **Nemophila**. Pkt. 10 cts.; oz. 40 cts.; ¼ lb. \$1.25; per lb. \$3.

PAPAVER Californica "California Wind Poppy." 15 in. Slender stems; the flowers like fluffs of brilliant orange-scarlet silk. Stands drouth. Pkt. 15 cts.

PHACELIA Campanularia "Bell-flowered Phacelia." 6-15 in. Delightful open bells of intense blue. Pkt. 10 cts.; oz. 70 cts.

PHACELIA Viscida. 1-2 ft. Cups of a most divine gentian-blue smother the plants for months in Summer. The most admired annual in my garden. Pkt. 10 cts.; oz. 70 cts.

PHACELIA Tanacetifolia "Wild Heliotrope." 18 in. Much curled head of lavender. Favored by bees. Pkt. 10 cts.; oz. 35 cts.

PLATYSTEMON Californica "Cream Cups." 6-10 in. Flowers are rich cream colored tiny poppies. Lovely. Pkt. 15 cts.

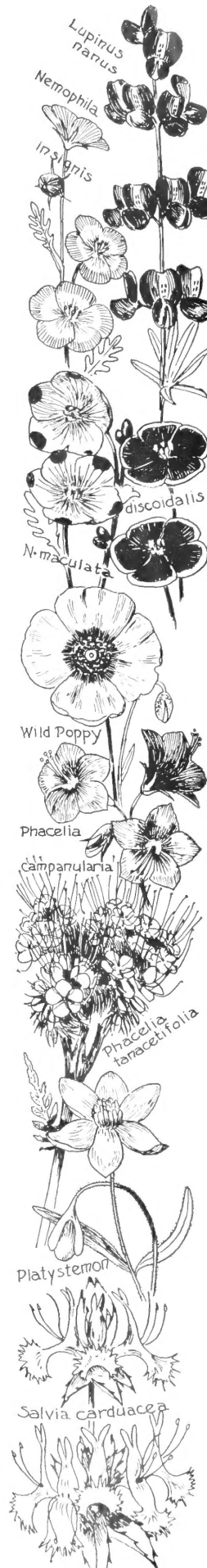
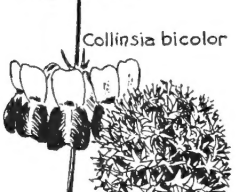
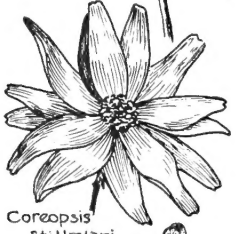
SALVIA Carduacea "Thistle Sage." 1-2 ft. Attractive woolly, thistle-like foliage and large heads of lavender-blue. A most lovely flower. Full sun. Pkt. 10 cts.; ¼ oz. 30 cts.

SPECIAL: Your choice any 12 10c pkts. for \$1.

CALIFORNIA FLOWER GARDEN. My personal selection, 13 pkts. \$1.

PURDY'S SUPREME WILD FLOWER MIXTURE. A personally prepared blend from separate named varieties based on my long experience in wild flower sowing of what will do well in all localities.

Oz. 60 cts.; 2 ozs. \$1; ½ lb. \$2.35; lb. \$4.50.



SOME OF THE BEST THINGS IN MY CATALOG AND WHY

ANCHUSA Myosotidiflora. In late spring it sends up its many branched stems which are clouded with the tiny clear China-blue forget-me-nots for many weeks. Then from the base come large attractive heart-shaped leaves and there are some flowers appearing through these all summer. Once established it will stand considerable drouth. **Each 30c; 3 for 75c.** (See catalog, page 14.)

DWARF CAMPANULAS. Low, neat and with lovely colorful blooms they fit any situation calling for a low plant either in rock garden or border. They are the more valuable as most of them flower in mid-summer when good blooms are scarce. Unique are *C. Convexity* with reflexed bells and *C. Poscharkyana* which blooms first in May and when sheared as each bloom wanes flowers as often as four times a year. For window boxes, hanging baskets or pots the two forms of *C. Isophylla* are unexcelled trailing plants. **See page 16.**

DAY LILIES OR HEMEROCALLIS will be found on page 21. They are among the finest of bold perennials for any garden and for the hot interior valleys of California and in Florida and Texas they are unexcelled. Give a fairly rich soil, mulch well, and surface water weekly and they will luxuriate even in hottest climates. Plant a wide selection of varieties to give the longest possible blooming season for you will love them.

HORNED POPPY. Of the hundreds of flowers blooming here through the season no other so universally attracts visitors. Give them room for they are three to four feet across and as tall. Flowering begins in late spring when the stems are a foot or so high and by late June plants reach maturity and for weeks thereafter they are filled with the large colorful poppy blooms. As one bloom wanes cut back for a second and third bloom. Very drouth resistant. **See page 26. 25c each; 3 for 65c; \$2.50 per doz.**

HOSTA (Plantain Lilies) are splendid foliage and flowering plants for shaded situations. They luxuriate in rich moist soil and become better with the years. In catalog page 22 are three splendid varieties and below are two fine varieties new to my list:

HOSTA Fortunei. In habit similar to *Subcordata* but the leaves and flowers are smaller. The lovely soft lilac-blue flowers are in long racemes carried well above the foliage. **35c each; 3 for \$1.00.**

HOSTA Aurea-variegata. Rather like the above with pale lilac flowers but the unique foliage is beautifully variegated green and gold. **Each 35c; 3 for \$1.00.**

DELPHINIUM Chinensis, Cambridge Blue. One of those lovable plants that reach the heart of all who see it. About 2 feet tall with deep green feathery foliage and rather large flowers of clear Cambridge blue. **See catalog page 18. Each 25c; 3 for 50c; \$1.40 per dozen.**

OENOTHERA (Evening Primrose). Each evening from May to frost from the foliage masses come the many buds which burst to full bloom so quickly the eye cannot follow the unfolding. Try to do so sometime. They are splendid perennials for any sunny situation, luxuriating with fair soil and moisture but once established capable of standing extremes of drouth. *O. America* has huge blooms of purest white which turn pink as they fade in morning. *O. Missouriensis* is the finest yellow flower I know. *O. Tetraptera* is erect and has smaller flowers but they persist until afternoon. **See catalog page 25.**

PRIMROSES. I have always loved Primroses perhaps because they are not only lovely but are associated with my earliest memories, but I think my favorites are the little descendants of the English Cowslip which bear each flower on an individual stem, perhaps because they flower so long in spring and often again in fall. They are the **Double Lavender** and **Double Blush** with flowers like tiny full open double roses and **Heavenly Blue** with quite large single blooms in richest shades of blue. **See catalog page 27.**

PENTSTEMON, California Blue Bedder. Perhaps some of you think I extol too highly this fine native but when I see it flowering each year for many weeks in early summer in dry rocky soil on my road banks and hillsides and when customers write it has been masses of bloom all summer when watered, I feel I must carry its torch. Under ordinary garden conditions of soil and moisture it is the longest flowering perennial I know, yet it is highly drouth resistant and without watering will give a profuse bloom in late spring. **See page 26.**

SPECIAL COLLECTION OFFER

Perhaps you have a situation to plant yet do not feel sufficiently familiar with the many things I offer to make your own selection suited to your situation and climate. If you will describe your situation I shall be glad to give you the benefit of my experience in making the selection. Where the selection is thus left to me, as offered catalog page 13, I will send \$6.00 value for \$5.00; \$12.50 value \$10.00; and for larger amounts I will give you 25% extra value in plants.